

[Click Here to Read
CDFA Press Release](#)

Buy California Initiative

California International Market Promotion for Agriculture (CIMPA) Program

Workshops 2002

*Presented by:
California Department of Food and Agriculture
Elaine Trevino, Assistant Secretary*

Today's Agenda

- Buy California Initiative Background
- Purpose of CIMPA Grant Program
- CIMPA Grant Structure
- Who Can Apply?
- California Certification

Today's Agenda

- Allowable Activities
- Disallowed Activities
- Administration of CIMPA
- Rules and Regulations
- Workshop Schedule
- Contact Information

The background of the slide is a blue-tinted photograph of a rural landscape. In the foreground, there is a large, dark barn with a gabled roof. Behind the barn, there are rolling hills and a body of water, possibly a lake or a wide river. The sky is a clear, light blue. The overall scene is peaceful and scenic.

Buy California Initiative Background

Buy California Initiative

- The California Department of Food and Agriculture held a series of five listening sessions
- \$72 million Buy California Initiative
 - \$64 million from USDA
 - \$8 million from State of California general fund

Buy California Initiative

Over 300 Californians, including growers, representatives of the agricultural community, state and local officials, conservationists, educators, researchers and consumers, provided comments to help shape the overall plan.

Buy California Initiative


- The funding for these competitive grants are part of a larger specialty block grant made available by the USDA with passage of the Emergency Agricultural Assistance Act of 2001.
- Congress intended that these funds not supplant any funds already provided by the states to support agriculture.

Specialty Crop

Definition: A specialty crop in this instance is defined by Congress as any agricultural crop except wheat, feed grains, oilseeds, cotton, rice, peanuts, and tobacco.

Funding Considerations

- Governor Davis has directed CDFA to use the funds to benefit California specialty crops.
- Flexibility to focus funds on most promising and productive options and programs.



CIMPA Program Purpose

CIMPA Program


- \$10 million competitive grant program to increase awareness and sales of California specialty crops through international marketing and promotion.
- This grant program will offer a one-time funding opportunity.

CIMPA Goals

- Support the export marketing efforts of California food and agricultural producers.
- Increase sales of California food and agricultural “specialty” products in foreign markets.
- Increase California’s market share in international markets.

CIMPA Goals Continued

- Leverage funds from existing international marketing activities and programs.
- Encourage increased numbers of California companies to export their agricultural products.
- Encourage a wider diversity of California products entering export markets.

A blue-tinted photograph of a rural landscape. In the foreground, there is a field with rows of crops. In the middle ground, a large barn is visible. In the background, there are rolling hills and mountains under a clear sky.

CIMPA Grant Structure

Funding Allocation

- \$10 million competitive grant program.
- \$9 million will be awarded to generic and branded international marketing/promotional programs.
- \$1 million will be awarded to companies and organizations for trade shows, trade missions, buying missions or other new market activities.

Grant Maximum/Minimum

➤ **\$9 million category**

- The maximum application request for branded marketing and promotional programs is \$300,000
- The maximum application request for generic marketing and promotional programs is \$500,000
- No minimum

➤ **\$1 million category**

- The maximum application request for trade shows, trade missions, buying missions and new market activities is \$100,000
- No minimum

Scoring

It is CDFA's intent to fund projects that can produce the highest degree of measurable benefits to the agricultural community in relation to each dollar spent.

Evaluation Criteria

- Scoring of applications will be based on the following:
 - Ability to leverage funds (greatest number of points go to the most leveraged projects - matched).
 - Ability to demonstrate management and fiscal competence.
 - Supported by growers and producers (letters of recommendation).
 - Overall value of the concept.

Evaluation Criteria

- Value to the largest number of agricultural producers – value of opening or expanding new market.
- Ability to leverage efforts through coordination with other entities or projects.
- Measurable short/long term impacts.
- Quality of work plan.
- Methods of evaluating the success of projects.
- Reasonableness of costs.

Evaluation Criteria

- Applicant is unable to receive MAP funding/target markets are ineligible under MAP.
- Knowledge of how your product may be used in this market.
- Knowledge of import regulations in the market.
- Applicant's export experience or access to that experience.
- Understanding of the target markets sufficient to support export promotion activities.

Evaluation Criteria

- Do the proposed target markets present realistic opportunities to increase exports or maintain exports in declining markets?
- Does the applicant target markets in which the applicant is not a well-established exporter?
- Is there potential for significant expansion in the target markets or are California exporters competing for market share in a stagnant or declining market?

Evaluation Criteria

- Applicant proposes promotion of new products.
- Applicant targets non-traditional markets for California products.
- Does applicant face significant unfair trade practices (competitor production subsidies, prohibitive tariffs, import quotas, licensing requirements, protectionist phytosanitary requirements) in marketing to target markets?
- Is the number of markets reasonable with respect to amount of funding requested and the activities proposed?

Evaluation

Proposals that meet the minimum format requirements and include all required documentation will be reviewed by a committee consisting of CDFA representatives. The evaluation committee will score each proposal according to the quality of information provided. Those proposals that earn a “passing” score will be further evaluated and recommended for award of a grant pending final approval by CDFA Agency executives.

Grant Parameters

- The grant funds must be spent by June 30, 2004 (CDFA is in the process of applying for an extension).
- A company or organization will not be funded for more than one application per commodity.



Who Can Apply?

Does Your Company Qualify?

- Companies that are defined as “California” companies or nonprofit organizations with a registered California business license.
- California certified marketing organizations and agricultural producer cooperatives are eligible to participate in the CIMPA Program.
- Proposals may involve collaboration or partnerships between producers, stakeholders, industry, or other nonprofit organizations.

Company Experience

- Applicant must demonstrate administrative capability and sufficient managerial, experienced staff.
- Applicant must demonstrate fiscal responsibility.
- Applicant must have operated their business in California for the last five years.

Branded and Generic Programs

- Branded Program: Program that references a company or brand name (promotional, advertising).
- Generic Program: Any activity that involves two or more companies and does not reference a company brand is considered a generic promotion.
- Branded and generic companies must ensure that the branded products are produced in California.

The background of the slide is a blue-tinted photograph of a rural landscape. In the foreground, there is a field with some crops. In the middle ground, a large barn is visible on the right side, and several utility poles with power lines stretch across the scene. In the background, there are rolling hills and mountains under a clear sky.

California Certification

California Product Origin

- All participant companies must have a production facility, corporate office, or significant product originating from California. Products must be at least 85% California content by weight excluding water and packaging. All products related to the use of these funds must be packaged in California.

California Product

- All materials (product labels, promotional materials, advertising, etc.) must identify the origin of the agricultural commodity in accordance with California Food and Agricultural Code, Section 43100 (Addition of “California Grown” to existing packaging is sufficient; however, the “California Grown” seal is also available).
- Recipients will be required to review, complete and sign a certification statement.

The background of the slide is a blue-tinted photograph of a rural landscape. In the foreground, there is a large, dark barn with a gabled roof. To the left of the barn, there are several utility poles with power lines. In the background, there are rolling hills and mountains under a clear sky. The overall scene is peaceful and scenic.

Allowable Activities

Allowable Activities/Projects

- Market Research
- Market Development
- Retail Promotion Programs
- In-Store Displays
- Trade Shows
- Trade Seminars
- Promotional Displays

Allowable costs and activities are subject to OMB Circular A-87, Section 2.

Allowable Activities/Projects

- Advertising Campaigns
- Trade Events
- Trade Barrier Resolution
- Buying Missions
- Delegations
- Trade Meetings

Allowable costs and activities are subject to OMB Circular A-87, Section 2.

Allowable Costs

- Consultant Services
- Travel (Airfare and Hotel)
- Subcontractors
- Materials
- Public Information
- Salaries and Wages
- Fringe Benefits
- Licensing Fees

Allowable costs and activities are subject to OMB Circular A-87, Section 2.



Disallowed Activities

Disallowed Costs (Examples)

- Product Development/Modification
- Product Research
- General Company Literature
- Cost of Product Samples
- Slotting Fees
- Construction
- Leasing or Rentals
- Coupon Redemption
- Refundable Deposits

Allowable costs and activities are subject to OMB Circular A-87, Section 2.

Disallowed Costs

- Price Discounts
- Reducing the Selling Price of an Agricultural Commodity
- Membership Fees
- Direct payments to producers or other businesses for price or income support purposes
- Lobbying, political support, or membership in professional societies
- Paying off existing organizational debts

Allowable costs and activities are subject to OMB Circular A-87, Section 2.

Disallowed Costs

- Paying for work already completed
- Capital expenditures (buildings, land or construction costs)
- Entertainment and alcoholic beverages
- Bonuses or commissions
- Audit Costs
- Gifts (Except memorabilia at trade shows)

Allowable costs and activities are subject to OMB Circular A-87, Section 2.

Acceptable Foreign Markets

Applicants can market in any foreign country authorized for trade by the United States. Your application should provide confirmation of the trading status of the proposed country.



Administration of CIMPA

CIMPA Training

- Once the CIMPA grants are awarded, the grant recipients are required to attend a grant management workshop. The workshop will provide an overview of the grant recipient's roles and responsibilities and explain the specific requirements and payment process.

CDFA Grant Management Team

- Provide technical assistance
- Conduct program site visits
- Monitor progress of approved activities
- Review and approve grant payments
- Review and approve all required reports

Technical Support

- CDFA will work with applicants to ensure that funds are used in accordance with the applicable federal and state regulations.

Reporting Requirements

- Quarterly progress reports will be required to update CDFA on the status of the project.
- In addition to regular CIMPA budget reports, a final program report will be required at the end of the grant program.

Other Requirements

- Required to retain financial records and supporting documents pertinent to the grant funds for six years from completion of the CIMPA funded project.
- The CDFA Audits Office will perform compliance audits to ensure contract terms and conditions are achieved.



Rules and Regulations

Rules and Regulations

- Applicant cannot utilize CIMPA funds to provide a match to other State or Federal funds (example: MAP funds).
- Applicant must have annual revenues of two times the amount being requested for past three fiscal years.
- Applicant must demonstrate financial ability to pay program audit exceptions (if any).
- Costs for developing proposals are entirely the responsibility of the proposer and said costs shall not be reimbursed by the CDFA.

Rules and Regulations

- The CDFA may accept the entire proposal or any portion thereof.
- CDFA will not reimburse travel expenses that are not included in the proposed budget.
- A proposal may be rejected if it is conditional or incomplete.
- The prospective grantee must have the experience, qualifications and resources to perform the work required by this grant.
- Quarterly progress reports will be required.

Rules and Regulations

- Any subcontractors identified shall be experts in their respective disciplines and capable of performing the tasks for which they were hired.
- All performance under the awarded grant shall be completed on or before the termination date of the grant.
- Grantees will be accountable for all grant funds awarded and must ensure funds are used solely for authorized purposes.
- All records shall be maintained for a period of six years.
- The grantee must have intact auditable fiscal records at all times.



Information Session Schedule

Informational Sessions

Schedule

November 6, 2002	1:00 p.m.	Imperial Valley Expo 200 E. Second St., Imperial
November 7, 2002	1:00 p.m.	Orange County Fairgrounds 88 Fair Dr., Costa Mesa
November 13, 2002	1:00 p.m.	Cal Poly, San Luis Obispo Performing Arts
November 14, 2002	1:00 p.m.	Fresno County Fairgrounds 1121 Chance Ave., Fresno
November 18, 2002	1:00 p.m.	425 Market Street Suite 1000, San Francisco
November 20, 2002	1:00 p.m.	Shasta District Fair 1890 Briggs St., Anderson
November 21, 2002	1:00 p.m.	CDFA Auditorium 1220 N St., Sacramento



Contact Information

Contact Information

California Department of
Food and Agriculture

Elaine Trevino, Assistant Secretary

916.654.0433

etrevino@cdfa.ca.gov

Application

Application Notice of Funding
Availability (NOFA) will be online
at www.cdfa.ca.gov

Look for the CIMPA grant program.